

ABSTRACT

The ShopLive system supports existing merchants and malls to better serve customers by providing easy access to merchandise and sales assistance. The shopper accesses the ShopLive system through various portals. They can be a PC, Web TV, mall kiosk, store kiosk, mobile terminal, screen telephone or any other communication device capable of connecting to a communications network. When the shopper starts the shopping mission they can logon in or if already enrolled, they can use a password for a quick entry. They may chose to shop anonymously. A shopper can set up a shopping mission by defining class of goods, price, color and the like and set out to search for that either in their physical location or remotely. Once the items are located video cameras scan the merchandise to the shopper through the terminal. The cameras may be remotely operable to swing through different views to better display the goods. Or they can view items according to pre-determined scan patterns. Sound and other sensory stimulus such as tactile sensors may be used to enhance the shopping experience. The shopper may also ask for help from an assistant (SLA) that acts just like a sales person in a retail setting. This person can help select goods and can discuss the items selected. The SLA can also check product availability and help complete the purchase as in a normal sales transaction. Or, the shopper can use the ShopLive system to check out themselves. As the shopper moves through the shopping mission, they can add items to their electronic shopping cart and have a one-stop check out or they can check out with each merchant. The shopper is also entered into the available loyalty programs and presented with coupons and rebates. At the end of the shopping mission the shopper can either physically pick up the selections or arrange shipping. The ShopLive system supports multiple selling activities including auctions. It is also a rich data-base for merchants and allows targeted advertising. A live browser accesses the shopper to present sales and incentives to the customer. The ShopLive system connects the Shopper and the merchant to make the shopping experience more effective for both.